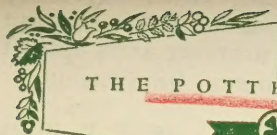


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THE POTTERS OF BARABOO



THE MARK OF GOOD TASTE

BARABOO, WISCONSIN

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WISCONSIN WILD FLOWERS AND FERNS

More and more people are starting a "wild" garden, complete with the many lovely wild flowers and interesting ferns native to Wisconsin. There is a fascination to these wild flowers that once experienced makes the growing of the "cultivated" flowers seem routine by comparison. Being all hardy perennials, once established you have a recurring pleasure each year as you watch them poke their way up at the beginning of spring. Although they can be planted in spring and fall, we favor the fall planting so you can watch them come up the following spring. See book listings for excellent source for wild flower information. Keep this literature for your fall orders.



BANEERRY, RED EARLY: *Actea rubra*. Tall white flowers in May, red berries in July.

BANEERRY, WHITE LATE: *Actea alba*. Similar to above. White berries in August.

BLOODROOT: *Sanguinaria canadensis*. Fragile gold and white blossoms in early spring. Height ten inches. Single leaf.

BLUEBELLS, SCOTCH: *Campanula rotundifolia*. Delicate bluebells June till fall.

BLUEBELLS, VIRGINIA: *Mertensia virginica*. Cup shaped pink to blue flowers with large floppy leaves. One foot high.

COHOSH, BLUE: *Caulophyllum thalictroides*. Yellow flowers in spring. August, blue berries.

COLUMBINE, WILD: *Aquilegia canadensis*. Red and yellow flowers in late May.

DOGTTOOTH VIOLET, WHITE: *Ertbronium albidum*. Long mottled leaf. White 6 petal flower.

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HEPATICA: *Hepatica acutiloba*. Small early spring flower. Varying blue to white.

JACK-IN-THE-PULPIT: *Arisaema triphyllum*. Looks like minister popping from pulpit.

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VIOLET, SWEET WHITE: *Viola blanda*. Tiny fragrant white flowers.

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—SEE OTHER SIDE FOR PRICES—

Orchids

LADY SLIPPER, SHOWY: *Cypripedium reginae*. Shaped wild orchid. Pink flower.

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LADY SLIPPER, SHOWY: *Cypripedium reginae*. Same only white. Limited quantity.

Miscellaneous hp

STRAWBERRY, BARON SOLEMACHER. Delicious strain of wild alpine strawberry. No runners and white flowers adds decorations. Ever-bearing.

LILY OF THE VALLEY, WHITE: *Convallaria majalis*. Fragrant lovely bloom. Fine ground cover.

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WOODSIA, COMMON: *Woodsia obtusa*. Graceful small fern for shaded rocks.

MAIDENHAIR SPLEENWORT: *Asplenium trichomanes*. Tiny fern of delicate beauty. In crevices.

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U. S. Route 12

Baraboo, Wis.

HERB PLANTS

Generally speaking Herb Plants are easy to grow. Needing little fertilizer, (rich soil produces a fine looking plant, but it has little scent or flavor), they seem to like to struggle against the elements, and in this struggle produce the delect flavors and scents we enjoy. Unusually resistant to disease and insects, (Pennyroyal is considered to be an excellent mosquito repellent) they make fascinating gardens for the cooking enthusiast, for the person interested in a formal garden, and for those who want a small "fragrance garden."

Interestingly enough, many blind people have fragrant herb gardens. Unable to see, they receive their pleasure from the many interesting scents and flavors of the plants.

We have divided the plant listing this year into different sections, each with an appropriate heading. It is well to remember, however, that many of these plants have overlapping functions, but we have attempted to make division according to their primary function. We hope this will be helpful to you in making your selection.

In the following, "a" stands for annual, "tp" for tender perennial, "hp" for hardy perennial, "b" for biennial.



Culinary Herbs

AGRIMONY: *Agrimonia eupatoria*. Tall plant with spicy apricot smell emitting from flower spikes. Adds flavor to tea.

BURNET: *Sanguisorba minor*. b. Fresh cucumber flavor. Use in salads.

Fragrant Herbs

(Many Used for Flavoring, Too)

COSTMARY: *Crysanthemum balsamita tanacetoides* hp. Old fashioned sweet smelling herb used in sachets, sweet bags, cedar chests.

CAMPHOR BALSAM: *Chrysanthemum vulgaris*. hp. Very similar in appearance to Costmary. Has strong camphor smell.

LEMON VERBENA: *Aloysia citriodora*. tp. Fresh pleasing lemon fragrance. Makes tasty tea. Leaves normally drop off when transplanted, reappearing in several weeks. Limited quantity.

APPLEMINT: *Mentha gentilis*. hp. Low spreading mint plant with more fruity flavor than Spearmint.

BERGAMOT MINT: *Mentha citrate*. hp. Pleasing fragrance not unlike orange and mint.

BLACK SPEARMINT. hp. A newer mint. Like Bergamot in appearance but with spearmint flavor.

CATMINT or CATNIP: *Nepeta cataria*. hp. Pungent odor—a love of the feline world.

CURLY MINT, SPEARMINT: *Mentha spicata crispata*. hp. The south reveres this one as an important ingredient in their famous julep.

ENGLISH MINT, SPEARMINT. *Mentha spicata*. hp. Same flavor as above, but straight leaves.

PEPPERMINT: *Mentha peperita*. tp. Excellent alone or with lemon verbena as a tea. Pungent.

PENNYROYAL: *Mentha pulegium*. tp. Pungent fresh scent. Fine for tea. Repels mosquitoes.

LEMON THYME: Green. hp. Low lying lush small leaved plant with delicious lemon scent.

LEMON THYME. Varigated. hp. Same only golden varigated leaves. Same lemon fragrance.

Herbs for Garden Decorations

GERMANDER: *Teucrium chamaedrys*. hp. Low dark green small leaved plant ideal for low edging when kept trimmed.

HOREHOUND: *Marrubium vulgare*. hp. Grey downy crinkly foliage, very decorative. Used in making candy and cough remedy.

HYSSOP, BLUE: *Hyssopus officinalis*. hp. Ornamental spikes of deep blue. Fine perennial edging.

HERB SEEDS

It is recommended that the plants listed in the first paragraph following be grown from seed rather than buying young plants. You will note most of these are annuals, or should be treated as such. They will mature fast.

Angelica, Sweet Basil, Lemon Scented Basil, Lettuce Leaf Basil, Purple Basil, Borage, Caraway, Celeric (root celery), Chervil, Coriander, Dill, Florence Fennel, Sweet Fennel, Summer Savory.

The following seed also is available. However, we recommend that plants be bought instead because of slow maturity, unless you can give early start in greenhouse or coldframe. Burnet, Catnip, Chicory, Horehound, Lovage, Parsley, Sweet Marjoram, Thyme, Common Wormwood, Rue, Sage (*officinalis*). All above seeds available at 20c per packet.



Scented Geraniums (Pelargoniums) tp

The scented geraniums (pelargoniums) are fascinating plants that never cease to please flower lovers.

Interestingly scented, and with pretty blossoms as well, they make fine houseplants, or garden plants and thrive in environment of regular geraniums.

APRICOT SCENTED: Fruity apricot scent. Pink lavender blossoms.

ALMOND SCENTED: Also known as Pretty Polly. Large pink blossoms. Deep cut leaf. A beauty.

BALM SCENTED: *P. Melissimum*. Spicy lemon-like smell. Small pink flowers.

FAIR ELLEN: *P. quercifolium*. Much like True Oak. Smaller flower and less pungent.

FERN LEAF: *P. filicifolium*. Dainty lacy cut leaves with pungent scent. A beauty.

CAMPHOR SCENTED: *P. graveolens*. Pungent variation of Rose Geranium. Larger leaf.

GIANT OAK: *P. quercifolium*. Large strong growth. Giant leaves like oak. Purple flowers.

LADY MARY: Pink blossom. Smaller cut leaves. Very pretty.

LADY TAYLOR: *P. filtrum*. Brilliant scarlet blossoms. Profuse blooming. Peppery scent.

"GUIDE TO GOOD COOKERY." Have you a copy of this interesting booklet? We have recently published a fascinating 25 page Recipe-Book catalog, consisting of detailed and complete information on the proper use of herbs and spices. Attractively illustrated, full of selected recipes it will take a prideful place in the finest kitchens. Containing interesting bits of herb lore, listing over 100 products available from *THE POTTERS* . . . it will give pleasure and provide much needed seasoning information for years to come. This booklet has received widespread praise from customers, Vogue Magazine, Carson Gulley, Senior Chef at the University of Wisconsin, and is now being used in an Herb Cooking Training Program being set up by the Home Economics Department of The University of Wisconsin for training Wisconsin Housewives. It is available for only 25c (to cover postage and handling).

Special Helpful Information

Several of the plants listed have certain peculiar habits when transplanted. Lemon Verbena will, in most cases, lose all of its foliage. However, although you seem to have only a "stick" for your pains, watch closely for new small growth begin to come from along the stem. It should start within about 10 days. Keep well watered during this transition period. The following plants tend to turn brown when moved to a new locality, and in some cases will take about 10 days to show new green growth coming. Give them good care, plenty of water and sun, and they should come back fast. These include the following scented geraniums: *Lime*, *Lemon (both varieties)*, *Skeleton Rose* and *Fern Leaved*. Please be guided by this information, and it should save us all needless correspondence.

We do not have space to give detailed propagation information on all the plants. If you are a beginner, you can get detailed information from several of the books listed in this flyer. Or you can write the U. S. Department of Agri-

BALM, LEMON: *Melissa officinalis*. hp. Bright green lemon scented leaves. Excellent tea and salad flavorer.

CHIVES: *Allium schoenoprasum*. hp. Our Chives is gorgeous. Spiky green clumps make wonderful source for onion like flavor.

CLARY: *Salvia Sclarea*. b. Hairy stem with large heart shaped leaves about size of your hand. Used to make Muscatel Wine.

COMFREY: *Symphytum officinale*. hp. Large green leaf. Makes delicious spinach like dish. A wonderful food.

GARLIC: *Allium sativum*. tp. A must in cooking.

GARLIC, ORIENTAL: *Allium tuberosum*. hp. A chives-like plant with mild garlic flavor. Wonderful with cream cheese.

HORSERADISH: *Armoracia rusticana*. hp. Root makes excellent sauce.

LOVAGE: *Levisticum officinale*. hp. Rich celery-like taste. Excellent in soups and salads. Aids pea soup.

MARJORAM, SWEET: *Origanum marjorana*. tp. Widely used to flavor roasts, sauces and stews. Try with cheese.

OREGANO: *Marjorana vulgaris*. tp. A favorite with all Italian foods.

PARSLEY, CURLED. tp. Everyone uses it.

ROSEMARY: *Rosmarinus officinalis*. tp. Fine meat seasoner. Blend in butter with parsley to baste roasting chicken.

SAGE: Holts mammoth. hp. Broad leaf variety. Sausage and poultry seasoning.

SAGE: *Officinalis*. tp. Narrower leaf than Holts Mammoth. Well known for its seasoning effect in poultry and pork dishes.

WINTER SAVORY: *Satureia montana*. hp. Fine on beans, egg dishes, fish and stews.

SKIRRET: *Sium sisarum*. hp. Low lying green plant. Boiled roots good and nutritious.

SORREL: *Rumex scutatus*. hp. Makes delicious creamed soup. Fine in salads, too.

TARRAGON: *Artemisia dracunculus*. hp. Tasty favorite for fish, salads and vinegar.

THYME: *Thymus vulgaris*. hp. Low ground hugging small leaved plant. Flavors gravies.

HYSSOP, WHITE: Similar, but white in color.

HYSSOP, PINK: Similar, but pink in color.

LAVENDER COTTON, GREY: *Santolina incana*. tp. Neat grey foliage ideal for knot garden. Coral-like in appearance.

LAVENDER COTTON, GREEN: *Santolina rosmarinifolia*. tp. Similar, only green. A must in formal garden.

MARJORAM, POT: *Origanum vulgare*. hp. Resembles sweet marjoram. Makes nice border.

PINEAPPLE MINT: *Mentha rotundifolia variegata*. hp. Green leaves flecked with cream color. Young growth has delicious pineapple scent.

RUE: *Ruta graveolens*. hp. Dark green foliage, yellow flower. Old medicinal herb.

SALVIA, PINEAPPLE: *Salvia rutilans*. tp. Strong pineapple scent. Fine house plant. Red flower.

SILVER MINT: *Lamium maculatum*. hp. Green foliage with silver stripe through center. Attractive border for flower bed.

SOUTHERNWOOD: *Artemisia abrotanum*. hp. Fragrant feathery scented herb used as background.

SOUTHERNWOOD, DWARF: hp. Similar except low plant. Makes beautiful fragrant low hedge if clipped.

TANSY: *Tanacetum vulgare*. hp. Highly aromatic. Fern-like foliage. Old home remedy for rheumatic or sprained parts. Tall plant.

TANSY, FERN LEAF: *Tanacetum vulgare crispum*. hp. Dark green beautifully cut fern-like leaves.

THYME, WILD: *Thymus serpyllum*. hp. Ground hugging cover. Excellent for rock garden.

THYME, CREEPING: hp. Very similar to above. Narrower, more pointed leaf. Ground cover.

WORMWOOD: *Artemisia absinthum*. hp. Grey leaf. Tall whitish stem. Leaves make bitter medicinal tea.

WORMWOOD, ROMAN: *Artemisia Pontica*. hp. More delicate than regular wormwood. Germans use for wine.



LEMON SCENTED: *Crispum latifolium*. Refreshing lemon scent. Crisp green leaves. Interesting.

LEMON SCENTED: Prince Rupert. Similar, only leaves a bit larger. Also strong lemon scent.

LIME SCENTED: *P. lactifolia*. Wonderful lime fragrance. Big purple blossoms. Fascinating.

MINT SCENTED: *P. tomentosum*. A sprawler with large silky pungent leaves. Very popular.

NUTMEG SCENTED: *P. fragrans*. Imagine the smell of nutmeg in your garden! Tiny white flowers.

ROSE GERANIUM: *P. graveolens*. Lavender flowers, pungent rose-like scent. For sachets and jellies.

ROBES LEMON ROSE: Rose scent modified with lemon. Deeply cut foliage. Pink blossoms.

SKELETON ROSE: *P. denticulatum*. Sweet rose fragrance. Delicate almost fern-like leaf. Very pretty. Also known as Dr. Livingston.

WALNUT SCENTED: *P. quercifolium*. Lavender-pinkish blossoms. Bronze leaf centers. Interesting.

SNOWFLAKE: *P. adicifolium*. Another sprawling plant. Moderate rose scent. Large leaves.

TRUE OAK: *P. quercifolium*. Miniature "oak leaves" and purple blossoms. Handsome.

RECOMMENDED BOOKS

These books have been carefully selected for their attractiveness and factual information

"**HERBS, HOW TO GROW THEM AND HOW TO USE THEM**" by Helen Noyes Webster. Excellent factual information on herb culture, use. Famous garden plans plus cooking with herbs information. 198 pages. \$2.50.

"**HERB GROWERS COMPLETE GUIDE**" by Rosella F. Mathieu. Completely revised and supplemented to include over 100 herbs. Fascinating historical, use and cultural information with ingenious small herb garden designs for practical use about the house. 111 pages. \$2.50.

"**THE HERB GROWER**," a monthly publication illustrated with valuable information to the herb grower. An Herb Grower's Press Publication. Year's subscription \$2.50.

"**EDIBLE WILD PLANTS**" by O. P. Medsger. Almost every edible plant of this country growing outside of cultivation is described in detail. Eighty drawings and nineteen photographs double the clarity of the text. All outdoor lovers, huntsmen, fishermen, etc. will want this interesting book. 353 pages. \$4.00.

culture for Farmers' Bulletins number 1977 and 1999 which give excellent information of this type. They are available for about 10c a copy. We will be glad to answer your questions also, of course, but the above information will save you much time. When writing for these Department of Agriculture Bulletins please mention The Potters of Baraboo.



Please Read Carefully

Prices: Herb Plants and Scented Geraniums—One plant, 55c. Any three plants, \$1.50. Any dozen plants, \$4.95. These do not have to be of one kind; three plants for \$1.50 can be your choice of any three. Exception to the above is Lemon Verbena. This is in limited supply. One plant, 90c; three plants, \$2.50. No more than three to a customer.

Prices: Wild Flowers and Ferns—One plant 50c. Any three \$1.40. Any dozen wild flowers or ferns \$4.50. These do not have to be three or a dozen of one particular kind. Can be your choice. Exception to the above are the following: The Orchids (Cypripedium) and Pink Lily of The Valley. One plant 65c, three plants \$1.70, dozen \$5.95.

Special quotations made on orders calling for 25 or more of one variety.

Shipping Information: Herbs and Geraniums ready for shipment after March 20 weather permitting. Wild flowers and Ferns shipped soon as weather permits digging outdoors in April. Seed orders can be filled now.

Unless otherwise directed all shipments are prepaid parcel post except for orders under \$3.00. Add 25c postage and handling charge on all orders under \$3.00.

Guarantee: See paragraph headed Potter Plants. Plants received in bad condition and not reported within specified time limit will be replaced at buyer's expense.

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POTTER PLANTS

The herbs which are grown in our Herb Gardens are among the most flavorful, pungent and fragrant to be found anywhere. Not only have many of the plants been originally imported from the far corners of the earth, but for some strange reason, the soil around Baraboo seems to possess the proper characteristics for the production of superior herbs. Grown under these optimum conditions, and certified to be healthy and disease free by the Wisconsin Department of Agriculture inspectors, we are able to ship thousands of fresh cuttings every year to every state in the U. S., Alaska and Canada.

Although we guarantee our shipments to arrive in good planting condition, there always will be conditions beyond our control which will occasionally cause these highly perishable plants to arrive in poor condition. Delays in transit, poor handling, excessive heat, etc. all contribute to this problem. As soon as you receive your plants, remove the moss



"GATHERING THE HERBS"

from the roots, and carefully plant them, at the same time watering them thoroughly. Give them two weeks to "adjust" to their new environment and overcome the shock of transplanting; give them care, and in 99% of the cases they will respond and start a vigorous new growth. If your plant fails to respond after this two week period, let us know, and we will replace it.

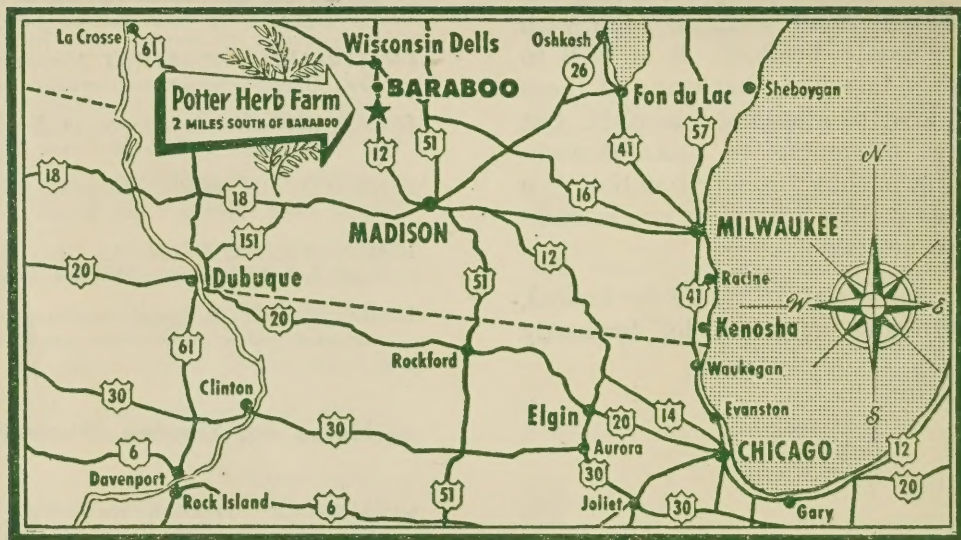
We cannot guarantee shipment during June, July and August because of the hot weather.

In spite of all the new methods, plant foods, etc., it is the knowledge and care of the grower which will determine the success you will have. We cannot assume responsibility for our plants if they fail to thrive due to neglect on the part of the buyer.

With the proper care we know you will give these interesting plants, you will be rewarded by a garden that is fragrant, useful, and fascinating. Good luck to you!



"HERBS IN THE KITCHEN"



Many herb-lovers enjoy stopping at the herb farm of THE POTTERS during the growing season. Simply follow U.S. Route 12 from Madison north. The Potter Gardens are located just south of Baraboo on this route. Just beyond are the famous Dells of Wisconsin, land of lakes, historic caverns, hills, trees, fish, game, friendly people, excellent resorts and eating places. Stop in and visit on your way through.

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Respectfully,

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